

## 4TH QUARTER FSI REVISED BUDGET

DESCRIPTION	CIRCULATION	UNIT COST	REDEMPTION	TOTAL COST	INCREMENTAL COST FROM 12MM CIRC.
\$2.25 OFF CARTON OR B1G1F COUPON	12,000,000	\$2.35	2.40%	\$677,000	N/A
	14,000,000	\$2.35	2.40%	\$789,000	\$113,000
	16,897,000	\$2.35	2.40%	\$953,000	\$276,000
	19,234,000	\$2.35	2.40%	\$1,085,000	\$408,000
MEDIA SPACE	12,000,000	N/A	N/A	\$102,000	N/A
	14,000,000	N/A	N/A	129,000	
	16,897,000	N/A	N/A	\$138,000	\$36,000
	19,234,000	N/A	N/A		
ARTWORK				\$30,000	

Scanty  
Bleeding  
flexible

2045573394

11-3  
flexible (21,000,000)  
Scanty  
Bleeding  
flexible  
Scanty  
Bleeding

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